

Disney does it backward by turning thrill ride into TV movie

With a little creativity and the proper licensing agreements, any old theme park can build an attraction based on a movie.

But a movie based on an attraction that's based on a television show? That takes the synergistic superpowers of the Walt Disney Co.

ATTRACTIONS
By JILL JORDEN SPITZ
(407) 420-5717
JJORDEN-SPITZ@ORLANDOSENTINEL.COM

The Wonderful World of Disney on Sunday night featured *Tower of Terror*, a made-for-TV movie based on The Twilight Zone Tower of Terror ride at Disney-MGM Studios.

"What we've done is to create a story line based on some action things that occur at the attraction," executive producer George Zaloom said. "We've taken the free-fall elevator, as well as the Hollywood milieu, and have come up with a whole scenario."

Like the story line of the ride, the movie centered on five spirits who are trapped in the abandoned Hollywood Tower Hotel. They disappear from the ho-

tel elevator one stormy Halloween night in 1939.

In the ride, visitors are invited to re-enact that journey and find themselves in an episode of *The Twilight Zone*, crossing into the fifth dimension and plummeting down the elevator shaft.

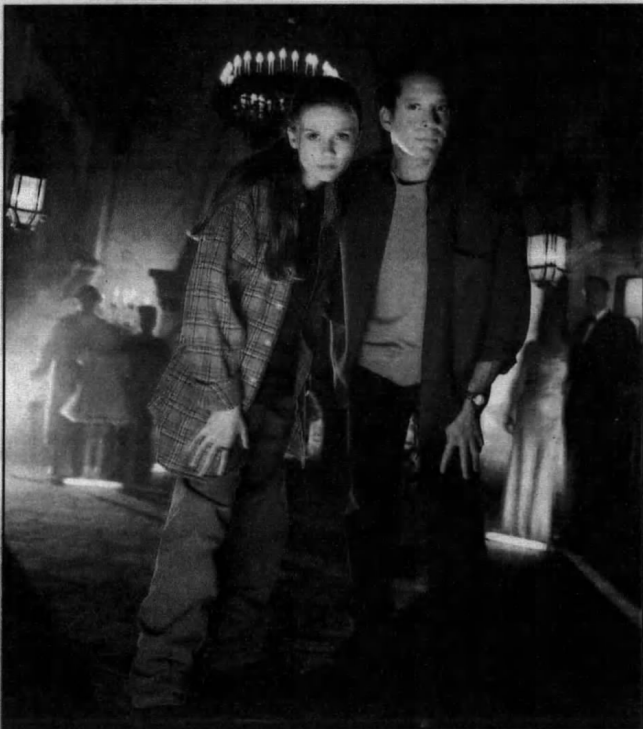
In the movie, the spirits must complete their original elevator journey to the hotel's Tip Top Club in order to get out of the hotel.

Flubber attraction in works

Walt Disney Pictures' *Flubber* doesn't open until Nov. 26 but Walt Disney World will premiere an attraction based on the Robin Williams film a week before that.

The Making of *Flubber* is set to open Nov. 21 at Disney-MGM Studios. The attraction spotlights Disney's remake of the 1961 kiddie flick *The Absent Minded Professor*, about a scientist who develops flubber, a high-flying, gravity-defying, rubberlike substance.

The Making of *Flubber* will feature a look at special effects from the movie in the theme park's Dailies Theater. The nearby AFI Showcase will house cos-



ABC NETWORK COMMUNICATIONS

Terror on TV. 'Tower of Terror,' starring Kirsten Dunst and Steve Guttenberg, was based on Tower of Terror ride at Disney-MGM Studios.

tumes, props and Professor Brainard's T-bird.

The attraction will replace The Making of George of the Jungle on Mickey Avenue near the theme park's Mann's Chinese Theater.

Orlando firm scares New York

An Orlando company is directing — and created a centerpiece attraction for — Madison "Scare" Garden, a Halloween event at New York City's Madison Square Garden.

In addition to overall direction of the

event, **Mark O'Brien Productions** of Orlando created Mark O'Brien's Horror Factory and Museum, one of several haunted houses featured as part of the attraction.

The horror factory and museum includes seven themed rooms with special effects and illusions such as the caged cannibal, the guillotine, the hangman, the electric chair, the giant buzz saw and the horror factory nerve center.

Mark O'Brien is an illusionist whose company produces shows and stunts for corporations, theme parks, casinos and fairs.

PORT CANAVERAL CRUISE SHIP PASSENGERS

	June 1997	June 1996
Carnival Cruise Line		
Fantasy	46,406	45,680
Royal Caribbean		
Nordic Empress	33,385	N/A*
Premier Cruise Line		
Atlantic	N/A**	24,162
Oceanic	27,339	21,704
Cape Canaveral Cruise Line		
Dolphin IV — two-day	14,006	16,469
Dolphin IV — four-day	2,640	N/A***
Casino Cruises		
Diamond Royale	35,286	N/A****
Total passengers	159,062	108,015
Total voyages	123	41

*Nordic Empress began sailing June 1997
**Atlantic made its last voyage April 1997
***Dolphin IV 4-day cruises started February 1997
****Diamond Royale debuted in January 1997

Source: Orlando/Orange County Convention & Visitors Bureau, Inc.

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